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## FACT SHEET

### DEMOCRACY AND GOVERNANCE OFFICE

### PROJECT PROFILE

Peace and Reconciliation Program: Promoting Common Ground News in Israel, the West Bank and Gaza

JUNE 2010



*The project's Advisory Board consists of senior Israeli and Palestinian journalists*

#### CHALLENGES

- Israelis and Palestinians have limited direct contact and are only exposed to one another through media reports.
- Many journalistic reports in Israeli and Palestinian media focus on contentious aspects of the conflict.

#### CONTACT INFO

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#### Project Overview

Promoting Common Ground News in Israel, the West Bank and Gaza is part of a larger Conflict Management and Mitigation small-grant program that brings together individuals of different ethnic, religious, and/or political backgrounds in people-to-people activities that address the root causes of tension and instability.

#### Goals

- Raising personal awareness amongst media professionals of their role as “change agents” and responsibility in how they report on the conflict.
- Promoting more balanced and solution-oriented reporting patterns that distance themselves from aggressive and conflict-fomenting media by focusing on the whole Palestinian-Israeli relationship and not just its conflictive aspects.
- Raising awareness amongst Israeli and Palestinian audiences of solution-oriented approaches to resolving conflict.

#### Activities

The program seeks to train and empower up to 70 Israeli and Palestinian journalists with personal development skills that will support sustainable change as well as acumen to produce “common ground” journalism.

Its vision will be guided by an Advisory Board of 15 Israeli and Palestinian senior media representatives that will help identify and recruit participants and guide curriculum development.

#### Successes

- Conducted a study tour in Jerusalem for senior and mid-level Palestinian journalists, which constituted the first visit of many journalists to Jerusalem, and emphasized the importance of such field visits to reporting more accurately and fairly about the complex issues in Jerusalem.
- Conducted four workshops (two in Tel Aviv and two in Ramallah) for 30 mid-level and senior Israeli and Palestinian journalists who cover the conflict, focusing on media monitoring, patterns of conflict reporting in mainstream media outlets and the essential function journalists can play in helping mitigate the conflict.

#### Project Detail

Implementing Partner: Search for Common Ground, Life of Project: 09/30/2009-09/29/2012; Total Estimated Cost: \$1,031,548.